

PHILIP MORRIS U.S.A.  
INTER - OFFICE CORRESPONDENCE  
100 Park Avenue, New York, N.Y. 10017

*Marlboro*

To: Mr. Claude Beck

Date: December 20, 1979

From: V.J. Buccellato

Subject: SELECT MARKET COVERAGE

Attached for your review are additional candidates for select market ROP/Supplement coverage for Marlboro Red, Marlboro Lights and Saratoga. Each of the recommended markets have achieved both unit and share increases and have been ranked by their contribution to overall brand sales.

Your thoughts would be most appreciated.

VBJ:npf  
Attachment  
cc: R. Fitzmaurice  
H. Foster  
T. Keim

*JK*

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